

CBI and member stations respond to proposed webcasting rules

College Broadcasters, Inc. and more than two dozen radio stations and interested parties filed comments with the Copyright Royalty Board (CRB) with respect to proposed new rules for webcasting. The CRB issued the Notice of Proposed Rulemaking Dec. 30, 2008, a time when many students were on winter break. CBI and Harvard Radio Broadcasting Co., Inc., the student-operated FM broadcast station WHRB 95.3 FM from Harvard University in Cambridge, Mass., filed a joint motion to extend the deadline for comments to the proposed new rules for webcasting.

"The proposal contains rule changes that would adversely affect hundreds of student stations across the nation, yet the CRB issued the proposal during winter break and provided us with only 30 days to respond," Warren Kozireski, president of CBI and general manager of WBSU 89.1 The Point at SUNY Brockport, said. The motion asked for the deadline to be extended to Mar. 30, 2009.

The CRB never responded to CBI/ WHRB's request, keeping its original 30-day deadline for comments.

CBI highlighted three primary concerns with the proposed rule changes. In what the CRB called the only "substantial" change, the proposed rule would require stations to submit reports for every non-exempt song played for each day of the year - 24/7/365. This is known as "census reporting." The current requirement is to

keep data for only 14 days per calendar quarter.

A second proposed rule change would require reports of use be submitted on or before the 45th day following the close of each calendar month.

Finally, the third proposed change would eliminate the use of "Aggregate Tuning Hours" (ATH) in reports of use. ATH is a calculation of the total number of hours that people listen to a station. For example, if 1 person listens for one hour, the ATH would be 1. If 10 people listen for that same hour, the ATH would be 10. In lieu of reporting ATH, the CRB proposes that stations would need to report "actual total performances" of each song. In other words, for each song played, stations would need to report the total number of devices connected to the server for each and every song played, regardless of duration.

In its comments to the CRB, CBI asked that non-commercial educational stations paying only the minimum fee be allowed to continue to report under the existing rules. A copy of these comments, along with other comments and supporting documents made available to CBI, are all posted on CBI's Web site, askcbi.org.

College Media Advisers
NYC Spring Convention
March 15-17, 2009

Here is a sample of broadcasting sessions planned for the Spring Convention:

- Working for CNN
- Advising Radio/TV Marketing in a converging broadcast world
- Marketing to the college audience: How big stations do it
- Starting a talk show/public affairs show
- The day to day in professional radio
- News for radio
- Interviewing for radio and the web
- Enhancing your website/social networking site with podcasts
- Sports broadcasting
- Adobe sessions



Inside...

Letter from the President, Page 2

The 411..., Page 2

Student Production Award Entry Form, Pages 3-4

Student Production Award Categories, Pages 4-5

Student Production Award Rules, Page 6

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Letter from the President

Thanks to many of you, College Broadcasters, Inc. (CBI) is serving our student stations better and better every semester.

You may have noticed a complete make-over of the CBI website (thanks to John Bennett and students at Savannah College of Art & Design) which we hope is more useful and much easier to navigate. You can listen/watch all of the 2008 CBI Student Production Award winners and use them to measure up how your station is doing and help motivate the rest of your staff.

Our listservs are providing an active dialogue of industry ideas, suggestions, news and more.

And CBI (Thanks to Joel Willer of University of Louisiana at Monroe and Will Robedee of Rice University) is once again at the forefront in spearheading the ongoing debate and litigation of webcasting fees that may threaten many, if not all, of our streams.

In a nutshell, your membership fees are

well-invested as we continue to serve you - student broadcasters from across the nation.

Thanks to all who attended and helped plan/carry-out our national Kansas City conference (under the leadership of Charlotte Nisser/University of Oregon). Ninety broadcast panels, a great idea exchange and bar-b-que - the City of Fountains certainly provided a great backdrop.

For planning purposes, please mark your calendars:

- Our New York regional conference in the heart of New York City is March 15-17 at the Marriott Marquis.
- The 2009 CBI National Student Production Awards postmark deadline is Friday, May 15th.
- Run for one of our newly-expanded Board of Director positions—deadline is in April.
- Our fall National Conference is October 29-November 1 in Austin, Texas.

Have a great semester!

Warren Kozireski, President-CBI

The 411...

New CBI board members

Election results for the CBI Board of Directors were announced at the Fall Conference in Kansas City. Warren "Koz" Kozireski of SUNY Brockport was re-elected to the board and will continue to serve as president of the organization. Dave Black of the University of Wisconsin-Madison was also elected and will serve as treasurer, replacing outgoing board member Randy Yoder of Elizabethtown College.

CBI members also decided to expand the board of directors from four to six professional members. Jamie Lynn Gilbert was appointed interim secretary, now splitting the duties of secretary and treasurer. John Bennett of Savannah College of Art & Design was also appointed in a new interim communications/IT position. Kate Rath of University of Pittsburgh is the board's new student representative.

New Fees Proposed for ALL Licensed Broadcasters

Both the House and the Senate have seen the introduction of new legislation that would impose a new fee on all broadcasters that play copyrighted sound recordings. The new fees are in addition to the fees already paid to ASCAP, SESAC and BMI for the musical works (for the underlying compositions). It appears that the house version of the bill would require FCC licensed non-commercial broadcasters, such as educational stations at high schools, colleges and universities to pay \$1,000 per year for the right to broadcast music.

Commercially licensed stations with a gross revenue of under \$1,250,000 per year could opt to pay \$5,000 per year. All others would be pay based upon a rate to be determined by a rate setting proceeding before the Copyright Royalty Board.

A nearly identical bill was introduced last year, but it failed to pass.

COLLEGE BROADCASTERS INC.
2009 NATIONAL STUDENT PRODUCTION AWARDS CONTEST
OFFICIAL ENTRY FORM

☐ RADIO DIVISION ☐ TELEVISION DIVISION ☐ COMBINED DIVISION

Postmark Deadline: FRIDAY, MAY 15, 2009

One Official Entry per Form please, but may be submitted in the same mailing package. Each Entry must also be on a separate media (CD/DVD, etc.).

Category Number and Name List date the material being entered was broadcast or produced for class credit.
(Stations/Media outlets are limited to two entries per category)

List station/media outlet and school where broadcast. If entry was produced for a class, please list school, department, class number, and class title in which the entry was a required assignment.

Length of the entry.

Total length of the production
if only a segment was entered.

Title of the entry.

Name(s) of up to ten (10) student(s) directly responsible for writing, performing, and producing this entry.
Please provide pronunciations for all names listed. Attach an additional sheet if necessary.

Contact name and telephone number for this station/student media outlet.

Complete school mailing address.

City, State, Zip Code.

Name and address of student newspaper

Entry is FREE for CBI member stations. All others see below for fee. This form gives CBI permission to make entry available for use at the convention and on the CBI website. Audio entries submitted on CD MUST BE PLAYABLE IN A STANDARD AUDIO CD Player. Video submissions may be submitted on DVD or VHS. Material will not be returned to entrants.

Contact Person Signature

Date

MAIL ALL ENTRIES MUST BE POSTMARKED BY MAY 15, 2009 TO:

Warren Kozireski
c/o WBSU
135 Seymour Union
SUNY Brockport
Brockport, NY 14420

THERE IS NO ENTRY FEE FOR CBI MEMBERS TO ENTER THIS CONTEST. ALL OTHERS PLEASE
MAKE CHECK OR MONEY ORDER PAYABLE TO "COLLEGE BROADCASTERS INC."

Entry Fee for nonmembers is \$50.00 per entry per category.

Check or Money Order Number: _____

Number of entries submitted: _____ X \$ 50.00 = _____

Bank Name on Check: _____

Enclosed is a check ____ or money order ____ for \$ _____ total.

Name on the Check Money Order: _____

Credit cards and institutional purchase orders can NOT be accepted.

One check or money order may pay for several non-member entries. The same check or money order number needs to be typed in the appropriate blank on each entry form for which the single check or money order is for payment.

ENTRY CATEGORIES: RADIO

1. BEST DJ—The entry should highlight the on-air announcing skills of an exceptional radio talent(s). The entry in the DJ Aircheck may feature a show team with single or multiple on-air personalities accepted. A DJ Aircheck consists of only breaks taken by the announcer(s). Whole songs, PSAs, or promos which do not feature the announcer(s) talents are not to be included but a few seconds of each song, PSA, or promo are allowable to establish the transition between breaks. Original comedy skits and telephone escapades (with the subjects' permission of course) are allowable. The entry must be a collection of highlights or a resume tape made by the announcer(s). The entry submitted may be no longer than five (5) minutes in length.

2. BEST STATION PROMO—Creative use of voice, music and/or sound effects are to be combined in any combination to form an announcement used to promote a campus media outlet. In addition, entries should include call letters or name of the station, if applicable. The entry must be the standard length of 15, 30, or 60 seconds. Time limits will be strictly enforced by the judges.

3. BEST PUBLIC SERVICE ANNOUNCEMENT—Creative use of voice, music and/or sound effects are to be combined in any combination to form a public service announcement used to provide public service to the campus community and the city of license which the media outlet serves. The public service announcement should be localized to the community the student media outlet serves, not to be entirely national in scope. The entry must be a standard length of 15, 30, or 60 seconds. Time limits will be strictly enforced by the judges. Subject cannot be the media outlet or college/university itself.

4. BEST NEWSCAST—The entry must be a single, regularly scheduled newscast no more than five minutes in length. Special segments such as pre-produced features or investigative reports may be included in the newscast but will not be considered by the judges for the purpose of this award unless such segments are locally produced by the station or media outlet. Judging for the BEST NEWSCAST will be based on content and service to the community. Considerations will include writing, editing, news judgment, and use of audio.

5. BEST NEWS REPORTING—This category is for hard or soft news packages that would air during any regularly scheduled newscast or during a magazine show segment. An entry is a single news story that features sound to enhance package. The entry must be no longer than three minutes thirty seconds (3:30) in length.

6. BEST FEATURE SHOW OR BROADCAST—The entry must be a locally originated non-DJ program dealing with a subject of human interest. Judges will consider creativity and the degree of interest generated by the presentation. The entry must be no longer than thirty (30) minutes in length.

7. BEST DOCUMENTARY—The entry must be a program dealing with an issue of public interest explored in-depth with multiple sources. Extensive use of sound to enhance the content is required. The documentary must have been produced entirely by students. Judges will evaluate the quality of production and journalistic skills demonstrated in presentation and editing. The entry must be no longer than thirty (30) minutes, although the program may have been longer in its entirety.

ENTRY CATEGORIES: TELEVISION

1. **BEST COMEDY**—Weekly or regularly scheduled television comedy-based program. The segment submitted can be no longer than 30 minutes though the original may have been longer. Judging will be based on acting, writing, and production elements.

2. **BEST STATION PROMO**—Creative use of voice, music, sound effects, video footage, graphics, and other visuals are to be combined in any combination to form an announcement used to promote a campus media outlet. In addition, entries should include channel name and if applicable call letters and channel number. The entry must be the standard length of either 15, 30, or 60 seconds. Time limits will be strictly enforced by the judges.

3. **BEST PUBLIC SERVICE ANNOUNCEMENT**—Creative use of voice, music, sound effects, video footage, graphics, and other visuals are to be combined in any combination to form a public service announcement used to provide public service to the campus community which the media outlet serves. The public service announcement should be localized to the community the student media outlet serves, not to be entirely national in scope. The entry must be the standard length of 15, 30 or 60 seconds. Time limits will be strictly enforced by the judges. Subject cannot be the media outlet or college/university itself.

4. **BEST NEWSCAST**—The entry must be a single, regularly scheduled newscast over five minutes in length. Special segments such as pre-produced features or investigative reports may be included in the newscast, but they will not be considered by the judges for the purpose

of this award unless such segments are locally produced by the station or media outlet. Judging for the **BEST NEWSCAST** will be based on content and service to the community. Considerations will include writing, editing, news judgment, and use of audio and video.

5. **BEST NEWS REPORTING**—This category is for hard or soft news packages that would air during any regularly scheduled newscast. An entry is a single news story that features sound and/or dramatic video used to enhance the package. The entry must be no longer than three minutes thirty seconds (3:30) in length.

6. **BEST SPECIAL BROADCAST**—The entry must be a locally originated program of a one-time or annual non-sports nature. Judges will consider creativity and the degree of interest generated by the presentation. The entry must be a minimum of ten (10) minutes in length.

7. **BEST TECHNICAL PRODUCTION**—The entry must be a single program that demonstrates innovative or unusual usage of production elements for functional or non-functional programming. Technical execution will be the paramount consideration of the judges, and the secondary focus will be on content. The segment submitted must be at least three (3) minutes and no longer than fifteen (15) minutes, although the program may have been longer in its entirety. Any entry longer than five (5) minutes should contain a five minute scope and then the full piece.

8. **BEST SPORTSCAST**—The entry must be a single, regularly scheduled sportscast. For television, special segments, such as pre-

produced features or syndicated reports, may be included in the sportscast, but they will not be considered by the judges for the purpose of this award unless such segments are locally produced. Judging for the **BEST SPORTSCAST** will be based on content and service to the community. Considerations will include writing, editing, sports news judgment, and use of audio and video.

9. **BEST LIVE SPORTS PRODUCTION**—An entry must be coverage of a sports event and the program as broadcast, except that the segment submitted may be no longer than thirty (30) minutes. In addition, the segment entered shall be "consecutive minutes", not scoped material.

10. **BEST DOCUMENTARY/PUBLIC AFFAIRS**—The entry must be a program dealing with an issue of public interest explored in-depth with multiple sources. Extensive use of sound to enhance the content is required. The documentary must have been produced entirely by students. Judges will evaluate the quality of production and journalistic skills demonstrated in presentation and editing. The entry must be no longer than thirty (30) minutes, although the program may have been longer in its entirety.

11. **BEST GENERAL ENTERTAINMENT PROGRAM**—Entry must be of a recurring program such as magazines, drama, reality and game shows or other shows of non-news or sports content. One or multiple talent(s) is acceptable. The segment submitted can be no longer than 30 minutes though the original may have been longer.

ENTRY CATEGORIES: RADIO (continued)

8. **BEST TECHNICAL PRODUCTION**—The entry must be a single program that demonstrates innovative or unusual usage of production elements for fictional or non-fictional programming. Technical execution will be the paramount consideration of the judges and secondary focus will be on content. The segment submitted must be at least three (3) minutes and no longer than fifteen (15) minutes, although the program may have been longer in its entirety. Any entry longer than five (5) minutes should contain a five minute scope and then the full piece.

9. **BEST SPORTS REPORTING**—This category is for shorter sports packages or any regularly-scheduled sportscast. An entry could be a single sports story which features sound used to enhance package or could be a sportscast that is no longer than three minutes thirty sec-

onds (3:30) in length. Radio sports play-by-play segments are not permissible in this category.

10. **BEST SPORTS PLAY-BY-PLAY**—Entry must be play-by-play coverage of a sports event. The entry must be the program as broadcast, except that the segment submitted may be no longer than thirty (30) minutes. In addition, the segment entered shall be "consecutive minutes", not several samples of scoped material.

11. **BEST REGULARLY SCHEDULED ENTERTAINMENT PROGRAM**—Entry must be of a weekly or regularly scheduled program such as comedy, soap opera, talk show or other show of non-news or sports content. One or multiple talent(s) is acceptable. The segment submitted can be no longer than 30 minutes though the original may have been longer.

12. **BEST STATION PROMOTION**—Demonstrate your ability to successfully promote your station. Radio-thons, parades, concerts, community events; the breadth of this category is up to your imagination. All material to be considered must be contained in an envelope no larger than 9x11 inches.

ENTRY CATEGORY: COMBINED CATEGORY

BEST STUDENT MEDIA WEB SITE—Students who are making the best effort to provide solid Internet strategy for their campus media outlet should submit their Uniform Resource Locator (URL) address to enter. Judges will consider as plusses the following: How easy the site is to navigate; How user friendly the web site is for those seeking information about the media outlet; and Is the web site a destination or a resource for your listeners/viewers.

COLLEGE BROADCASTERS INC. 2009 NATIONAL STUDENT PRODUCTION AWARDS CONTEST

The Fine Print

Rules may be amended by the CBI Board of Directors at any time. The CBI Board of Directors is the final authority on all matters involving the contest. The contest is open to all campus radio stations over-the-air, Internet and cable/closed circuit, television facilities, and other student media outlets.

- Audio tape entries must be on Compact Disc playable on a home unit. Do not submit audio entries in any other format.
 - Television entries may be submitted in DVD as well as on one-half inch standard VHS video tape, recorded at standard play (SP).
 - A separate tape must be submitted for each entry in both radio and television divisions. Tones may precede each radio entry and tones, color bars and/or slates may precede each television entry. However, this calibrating information is not required.
 - Each tape must be labeled to show the call letters (if applicable); name and mailing address of the school; competition category; title of the entry; the name of the person(s) involved with production of the entry; the air/production date; and the length of the entry.
 - All entries must be cued to the beginning of each tape.
 - Entries are limited to two per category per station. But the same program, program segments, packages, airchecks, advertisements, promos, or public service announcements may be entered in more than one award category.
- Send high quality dubs for entry tapes, not master tapes, because the entry tapes will not be returned.
- Each entry may include for the judges one page of typewritten supplemental data. This one page of supplemental material may include, but is not limited to, a summary of the entry, an explanation of how the topic was selected, the goals achieved, any hurdles that were overcome, and the quantity and quality of audience feedback received. This one page of supplemental material is optional, not required.
 - The judges for the contest will be professionals in the field and journalism and mass communications faculty/staff members. They will have the authority to place an entry in a different category than the one in which it was entered.
 - Entries are to be original work by students (totally student-produced) for a campus media outlet or college credit courses. This work can not be done for professional broadcasting stations or related organizations. All entries must be submitted as originally broadcast/produced for a class between June 1, 2008, and May 15, 2009. Extraneous audio or video, e.g. narration, supplemental graphics, or tape, is not permitted.
 - Where applicable, entries must be accompanied by evidence of copyright permission for any material not covered by a campus or institutional agreement with ASCAP, BMI, SESAC, or other licensing organization. All commercials, public service announcements, and promotional announcements must be edited out of all program entries. Programs produced with significant resources outside of the student community are not accepted.
 - The official entry form or a photocopy of this form must be used. An entry form is to be returned with each entry.
 - Violation of these rules will result in disqualification of a station's entry from any award consideration by the judges in the category in which the violation occurs.



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